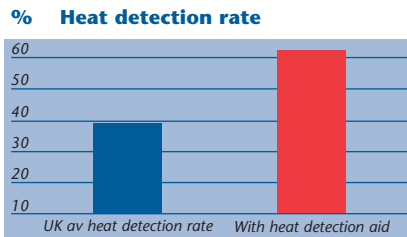


# AMBIC®

## Heat detection

Levels of herd fertility have been in decline now for many years costing dairy farmers thousands of pounds each year in lost milk production. Now more than ever dairy farm profitability depends on getting cows back into calf as soon as possible after calving.

The importance of good heat detection rates on fertility cannot be underestimated. If cows are not seen bulling, they cannot be served or get pregnant! The more cows you serve at the right time, the more that will get pregnant. So if you increase your heat detection rate from 40% to 60% for example, you will increase the number of pregnant cows over a period of time by 50%.



One of the best signs that a cow is in heat is evidence of bulling behaviour. **ΔiALERT** detectors reduce the time required to observe cows and can significantly increase the number of cows observed bulling.

YOUR LOCAL AMBIC DEALER:



SHEET No. AA6402 01.6.08

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# AMBIC®

...designed for today's Dairy Farmer

## **ΔiALERT™** **SELF ADHESIVE** **HEAT DETECTORS**



- **Self adhesive - no messy glue required**
  - **Easy to apply simple 'peel and stick' application**
  - **Large surface area - improves adhesion**
  - **Unique PVC design follows contours of the cow to improve retention**
  - **Suitable for both dairy and beef AI programs**
- **Simple to use**  
**JUST PREPARE | PEEL | STICK!**

Visit the Ambic web site: [www.ambic.co.uk](http://www.ambic.co.uk)

leading best practice in livestock health management

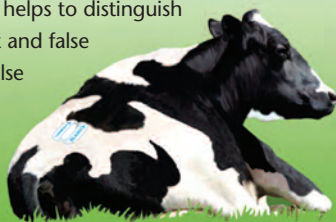
## How **ΔiALERT** works

**ΔiALERT** is a simple self adhesive device which is easily attached to the cow to provide effective visual evidence of bulling behaviour.

**ΔiALERT** detectors contain a pressure sensitive capsule which is activated by the pressure exerted on the cow by the bulling behaviour of other cows in the herd.

The **ΔiALERT** detector has a built-in time delay mechanism which means it requires approximately 3 seconds of mounting activity before it is activated.

This time delay mechanism helps to distinguish between true standing heat and false mounting activity so that false positives are avoided.



## Ordering information

Available in packs of 10 or 40

Part No. No. of **ΔiALERT**

AA/010 10

AA/040 40

AR/001 Spare tack cloth



## How to use **ΔiALERT**

### Prepare the area

Remove any obstacles such as rotary back scratchers against which the animal may rub and so activate or dislodge the **ΔiALERT** detector.

### Keep **ΔiALERT** detectors warm

Warm to body temperature prior to application in order to maximise adhesion.



### Prepare the surface

Remove dirt, dust and loose hair with the **ΔiALERT** tack cloth supplied. For heavily soiled surfaces or moulting animals, use a curry comb before using an **ΔiALERT** tack cloth. Do not brush too hard or you will disturb the natural oils in the coat which will reduce adhesion.



Do not apply in wet conditions. Only apply when the cow is dry.

### Location is important

Remove the backing paper and place the **ΔiALERT** detector across the backbone of the cow, well forward of the rump, and just behind the hips and tail head as shown. This is where the brisket of the mounting animal will apply the most pressure to activate the **ΔiALERT** detector. Correct positioning is essential for optimal retention and activation.



### Apply **ΔiALERT**

Press down firmly and rub the whole of the **ΔiALERT** detector into the hair of the animal with your fingers. Avoid applying any force to the pressure sensitive capsule itself so as not to trigger it!

### When to apply?

Apply the **ΔiALERT** detector 25 days after calving. If it has not been activated after 14 days contact your veterinarian. **ΔiALERT** detectors can also be used after insemination to identify three week returns.

